

ORDER



Orders	Order / Rev:	103615	Primary AE:	Amy McCreary
	Alt Order #:	06830030	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	10/09/12 - 10/15/12		
	Original Date / Rev:	06/27/12 / 10/08/12		
	Order Type:	GENERAL		
Agency	Name:	Shorr Johnson Magnus	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	1831 Chestnut St. Philadelphia, PA 19103	Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	Berkley, Shelley for Senator <i>Revised</i>	New Business Thru:	
	Demographic:	A25-54	Order Separation:	00:05:00
	Product Codes:	PLC01	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	123	October 2012	123	\$44,825.00	\$38,101.25	0.00
			Totals	123	\$44,825.00	\$38,101.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$44,825.00
Market	100%	\$224,125.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$71,720.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$47,066.25
KTUD	0%	\$0.00
KVVU	25%	\$56,031.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,482.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner	M	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
Start Date		End Date	Weekdays		Spots/Week	Rate	Rating								
Week: 10/08/12		10/14/12	~TWT----		4	\$50.00	0.00								

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWTF---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF---		4				\$50.00		0.00			
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$50.00		0.00			
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$200.00		0.00			
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4				\$200.00		0.00			
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		8				\$300.00		0.00			
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2				\$300.00		0.00			
E 7	KSNV	10/15/12	10/15/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		3				\$400.00		0.00			
E 8	KSNV	10/09/12	10/12/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		12				\$400.00		0.00			
E 9	KSNV	10/09/12	10/12/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4				\$175.00		0.00			
E 10	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$175.00		0.00			
E 13	KSNV	10/09/12	10/12/12	Dr. Phil	CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4				\$200.00		0.00			
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$200.00		0.00			
E 15	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00

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Estimate:	30S

KSJV

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001	0.00	NM		8	\$4,000.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-TWTF--		8	\$500.00	0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>								
1	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
2	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
3	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
4	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
5	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
6	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
7	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
8	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
9	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
10	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
11	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
12	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
13	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
14	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
15	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
16	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]													
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM		4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-TWTF--		4	\$425.00	0.00							
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00

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Alt Order #: 06830030
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Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----			1	\$425.00			0.00						
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM		11pm-1135pm		-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----SS			2	\$400.00			0.00						
E 39	KSNV	10/13/12	10/13/12	Saturday Today	CM		7a-9am		-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00
SAT TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S-			2	\$225.00			0.00						
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM		6a-7a		-----S-	:30	2	\$150.00	3	0.00	NM	2	\$300.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S-			2	\$150.00			0.00						
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM		9am-930am		-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S-			1	\$200.00			0.00						
E 42	KSNV	10/14/12	10/14/12	Sunday Today	CM		7a-8am		-----S	:30	2	\$350.00	3	0.00	NM	2	\$700.00
SUN TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S			2	\$350.00			0.00						
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live	CM		1130pm-1:02am		-----S-	:30	1	\$550.00	3	0.00	NM	1	\$550.00
SNL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S-			1	\$550.00			0.00						
N 44	KSNV	10/09/12	10/12/12	M-F Early News	CM		5-630p		-TWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--			2	\$1,200.00			0.00						
N 45	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM		1237a-136am		-TWTF--	:30	2	\$250.00	1	0.00	NM	2	\$500.00
FALLON																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--			2	\$250.00			0.00						
N 46	KSNV	10/09/12	10/12/12	The Agenda 1230pm	CM		1230-1p		-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
The Agenda																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTF--			4	\$325.00			0.00						
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm	CM		1230-1p		M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Agenda																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----			1	\$325.00			0.00						

Totals

123

\$44,825.00